



Spending on Thanksgiving Feasts in Nevada Estimated at \$11.5 Million

Price of a feast for 10 up 1.3 percent in 2010

Assuming enough food to go around, spending on Thanksgiving feasts will total an estimated \$11.5 million in Nevada this year. Nationwide, the average cost of a traditional turkey dinner increased 56-cents, or 1.3 percent compared to 2009, according to the 25th annual American Farm Bureau Federation (AFBF) price survey.

Coming out at \$4.35 per mouth to feed, AFBF volunteer shoppers paid an average of \$43.47 for the fixings required for a feast of 10, up marginally from \$42.91 in the prior year. Notably, the meal was \$1.14 cheaper than what shoppers paid in 2008 (\$44.61).

According to the survey, the most expensive item, a 16-pound turkey, decreased in price to \$17.66 from \$18.65 in the prior year. The Bureau believes this suggests that retailers are aggressively featuring turkeys in special sales and promotions. After the retailer has lured a shopper into the store with a turkey promotion, it can make up the difference on other companion items. Nearly all other items included in the survey increased modestly in price year-over-year.

All in all, the AFBF noted that the traditional Thanksgiving dinner is quite a bargain; it is less expensive than most fast-food meals on a per person basis. The only catch – you have to cook and clean up.

Local food banks such as Three Square in southern Nevada are asking for donations to provide holiday dinners to families. Said Mary Lau, President of the Retail Association of Nevada, “It is amazing to remember how far a few dollars can go in providing wholesome, festive food for our families and for those in need. We hope that everyone in Nevada will have the opportunity to enjoy a Thanksgiving feast with family, friends, or at a community event.”

Since 1986, the American Farm Bureau Federation has conducted informal price surveys of classic items found on the Thanksgiving Day dinner table, including turkey, bread stuffing, sweet potatoes, rolls with butter, peas, cranberries, a relish tray of carrots and celery, pumpkin pie with whipped cream, and beverages of coffee and milk, all in quantities sufficient to serve a gathering of 10.

Price of Thanksgiving Dinner



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Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues RAN is there to inform you on the events that can have a real impact to your business.

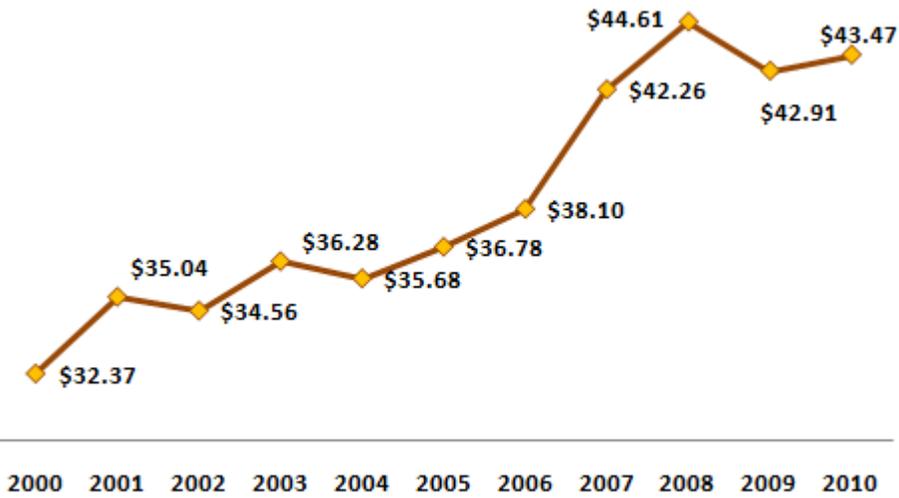
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About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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Source: American Farm Bureau Federation

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